GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1473
ANSWERED ON:04.03.2016
Adverse Effect on Children
Patle Smt. Kamla Devi

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government proposes to implement any new code of conduct to regulate the content of advertisement so that adverse effect on children could be checked; and

(b) if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING [COL RAJYAVARDHAN RATHORE (Retd.)]

(a) to (b) : No such proposal is under consideration of the Government.

The advertisements telecast on private satellite TV channels are regulated as per Advertising Code prescribed under the Cable Television Network Rules, 1994 enshrined in the Cable Television Networks (Regulation) Act, 1995. Appropriate action is taken against defaulting channels whenever any violation of the said codes is brought to the notice of the Ministry. The Act does not provide for pre-censorship of the advertisements aired on these channels. However, all these channels are required to adhere to the said code. The said code contains for a whole range of parameters to regulate advertisements on TV channels including those having bearing on child issues. The Advertising Code also contain a specific provision on children under Rule 7(7) that "no advertisement which endangers the safety of children or creates in them any interest in unhealthy practices or shows them begging or in an undignified or indecent manner shall not be carried in the cable service."

In so far as Print Media is concerned, the Press Council of India (PCI), a statutory autonomous body has been set up under the Press Council Act, 1978 to maintain and improve the standards of newspapers and news agencies in India and also to inculcate principles of self-regulation among the press. The PCI, in furtherance of its objective under Section 13(2) of the Act has formulated 'Norms of Journalistic Conduct' for adherence by the print media, which incorporates Norms regulating Advertisements to be published in the print media. The relevant Norm 36 on the subject 'Advertisements' is enclosed at Annexure.

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